REMARKS

Reconsideration of the application is respectfully requested for the following reasons:

1. Amendments to the Claims

Claims 1-18, 20, and 23-26 are set forth above. Claims 1 and 24 have been amended. Claims 19, 21, and 22 were previously canceled without prejudice or disclaimer of the subject matter.

Claims 1 and 24 have been amended to include the limitation of "*converting deficiencies of the emissive display into features*", which is supported by the specification, for example, in paragraph [0051] and [0120] of the published specification. No new matter is introduced.

Claim 24 has been amended to include the limitation of "*passing the first subdivision target values to the next higher control level*", which is supported by the specification, for example, paragraph [0091]. [0093], and [0094]. No new matter is introduced.

2. Rejection of Claim 24 under 35 U.S.C. 102(b) as being anticipated by Green et al. (US 6,292,157)

The rejection is respectfully traversed on the grounds that Greene fails to disclose or suggest passing the first subdivision target values to the next higher control level, as in amended claim 24, and as recognized by the Examiner.

Furthermore, Green does not disclose or suggests means for converting deficiencies of the emissive display into features as in amended claim 24.

Therefore, Green does not anticipate or render obvious the present invention as in Claims 24, as amended, either alone or in combination with the other references of record.

3. Rejection of Claim 25 under 35 U.S.C. 103 (a) as being unpatentable over Green et al. (US 6,292,157)

The rejection is respectfully traversed on the grounds that claim 25 depends on allowable claim 24, and is thus also submitted to be allowable.

4. Rejection of Claims 1-10, 17, 18, 20, 23, and 26 under U.S.C. 103 (a) as being unpatentable over Green et al. (US 6,292,157) in view of Someya et al. (US 5,396,257)

Reconsideration of the rejections is respectfully requested in view of the following observations.

Someya teaches correcting the luminance shading between the central part of a CRT and the peripheral part of the CRT and bases this correction on an assumed function representing this shading e.g. parabolic wave (Fig. 5). The CRT is divided in a number of blocks and a look-up table is assigned to each of the blocks. The incoming video data for each of the blocks is then corrected according the look-up table. First such a correction is made for luminance shading in each of the cores followed by corrections made for luminance shading between the cores (Col 5, lines 28-31).

Contrary to Someya, the present invention as claimed in amended Claims 1 and 24 teaches optimizing subdivisions of an emissive device with respect to a target value, which is different from just making corrections. Furthermore, the present invention as claimed in amended claims 1 and 24 discloses, for example, an emissive display module as a first subdivision and a display tile as a second subdivision, thereby first dividing the emissive display into multiple pieces (display modules) and then dividing each of those pieces again in multiple pieces (tiles), which is different from the teachings of Someya who makes corrections for the cores and for the spaces between the cores. The spaces between the cores, as taught by Someya, are not subdivisions of the cores and, therefore, Someya does not disclose or suggest passing the first subdivision target values to the next higher control level, as does the present invention as in amended claims 1 and 24. Still further, Someya does not disclose or suggest converting deficiencies of the emissive display into features, as taught by the present invention in amended claims 1 and 24.

Therefore, it is submitted that Someya does render obvious the present invention as in Claims 1-18, 20, and 23-26, as amended, either alone or in combination with the other references of record.

5. Rejection of Claims 11-14 under U.S.C. 103 (a) as being unpatentable over Green et al. (US 6,292,157) in view of Someya et al. (US 5,396,257) and in further view of Miller et al. (US 7,184,067)

Reconsideration of the rejections is respectfully requested in view of the following observations.

Even though Miller utilizes an ambient illumination sensor 112 and optionally further sensors for recording environmental data (Col. 8, lines 31-37) that are used for calculating an adapting luminance, Miller does not disclose or suggest passing the first subdivision target values to the next higher control level or converting deficiencies of the emissive display into features, as claimed by the present invention in amended claims 1 and 24.

Therefore, Miller does render obvious the present invention as in Claims 1-18, 20, and 23-26, as amended, either alone or in combination with the other references of record.

6. Rejection of Claims 15 and 16 under U.S.C. 103 (a) as being unpatentable over Green et al. (US 6,292,157) in view of Someya et al. (US 5,396,257) and in further view of Cok et al. (US 7,161,566)

Reconsideration of the rejections is respectfully requested in view of the following observations.

Cok teaches an OLED display that includes a plurality of light emitting elements divided into two or more groups, the light emitting elements having an output that changes with time or use; a current measuring device for sensing the total current used by the display to produce a current signal; and a controller for simultaneously activating all of the light emitting elements in a group and responsive to the current signal for calculating a correction signal for the light emitting elements in the group and applying the correction signal to input image signals to produce corrected input image signals that compensate for the changes in the output of the light emitting elements of the group.

Contrary to Cok who compensates for the changes in the output of the light emitting elements, the present invention as in amended claim 1, discloses converting

deficiencies of the emissive display into features.

Therefore, Cok does render obvious the present invention as in Claims 1-18, 20, and 23-26, as amended, either alone or in combination with the other references of record.

CONCLUSION

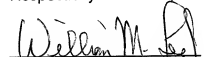
Reconsideration and withdrawal of the Office Action with respect to Claims 1-18, 20, and 23-26 is respectfully requested. It is believed that Claims 1-18, 20, and 23-26 are now in condition for allowance. Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

In the event the examiner wishes to discuss any aspect of this response, please contact the attorney at the telephone number identified below.

A Petition for Extension of Time is submitted herewith.

August 4, 2011

Respectfully submitted,



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